

FIG. 1

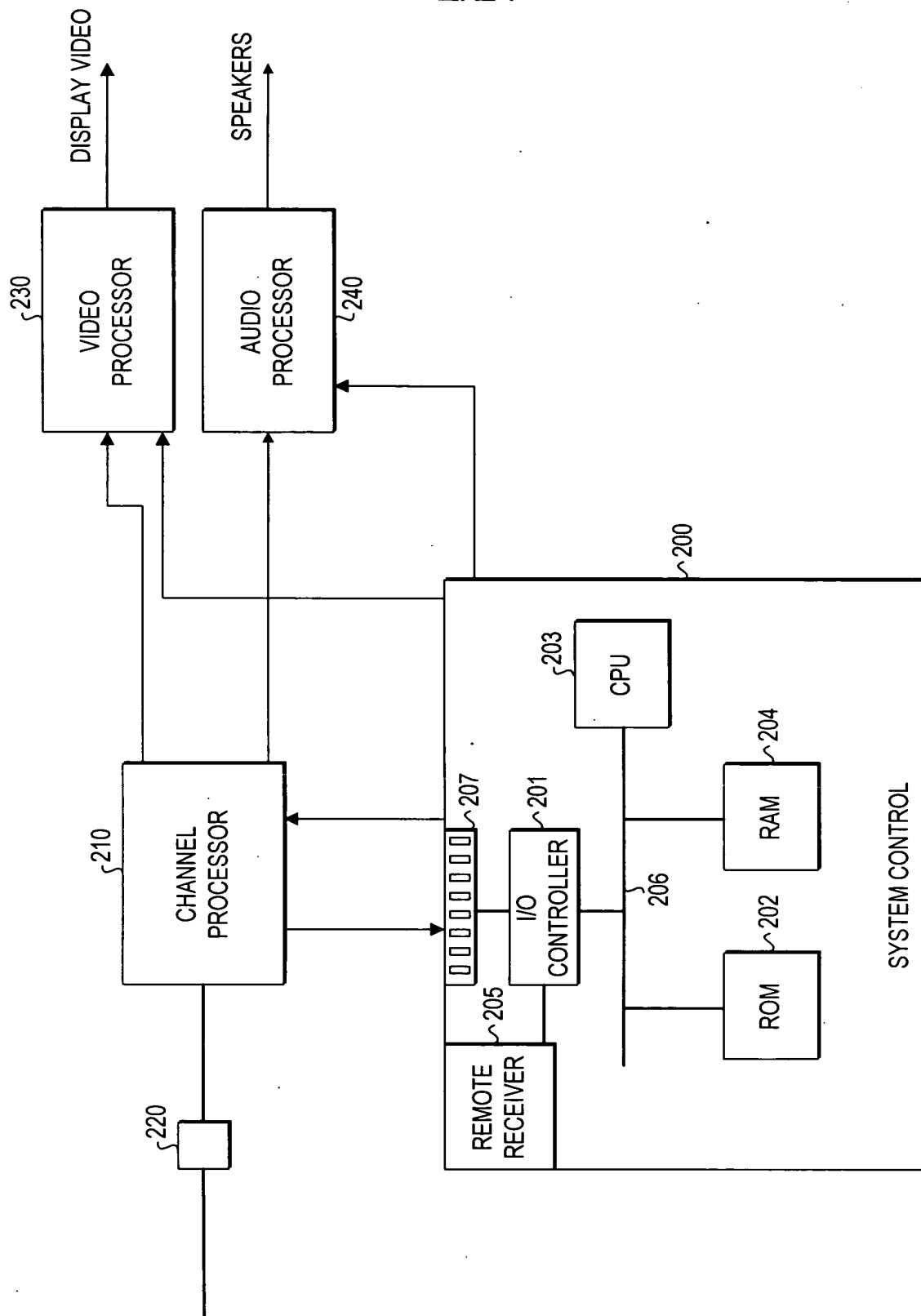


FIG. 2

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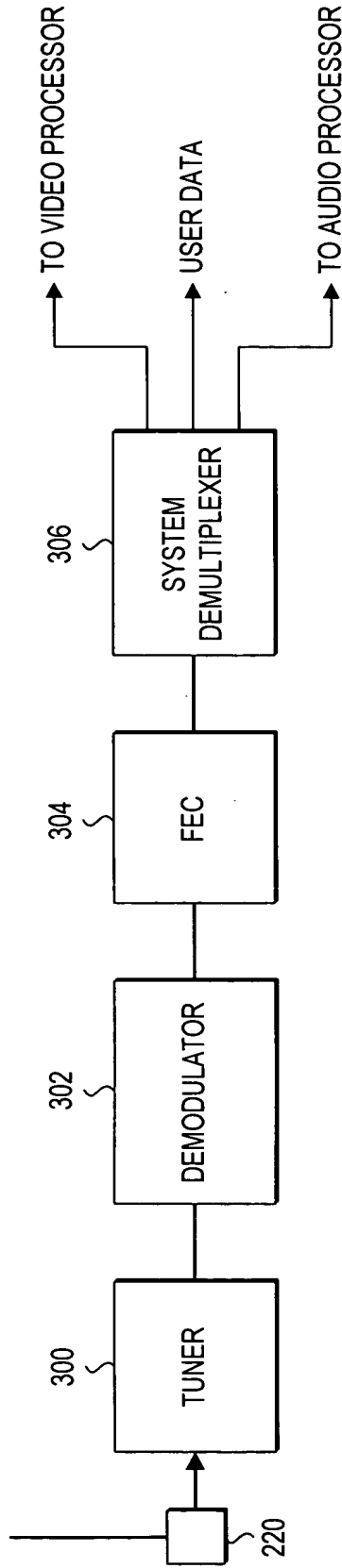


FIG. 3

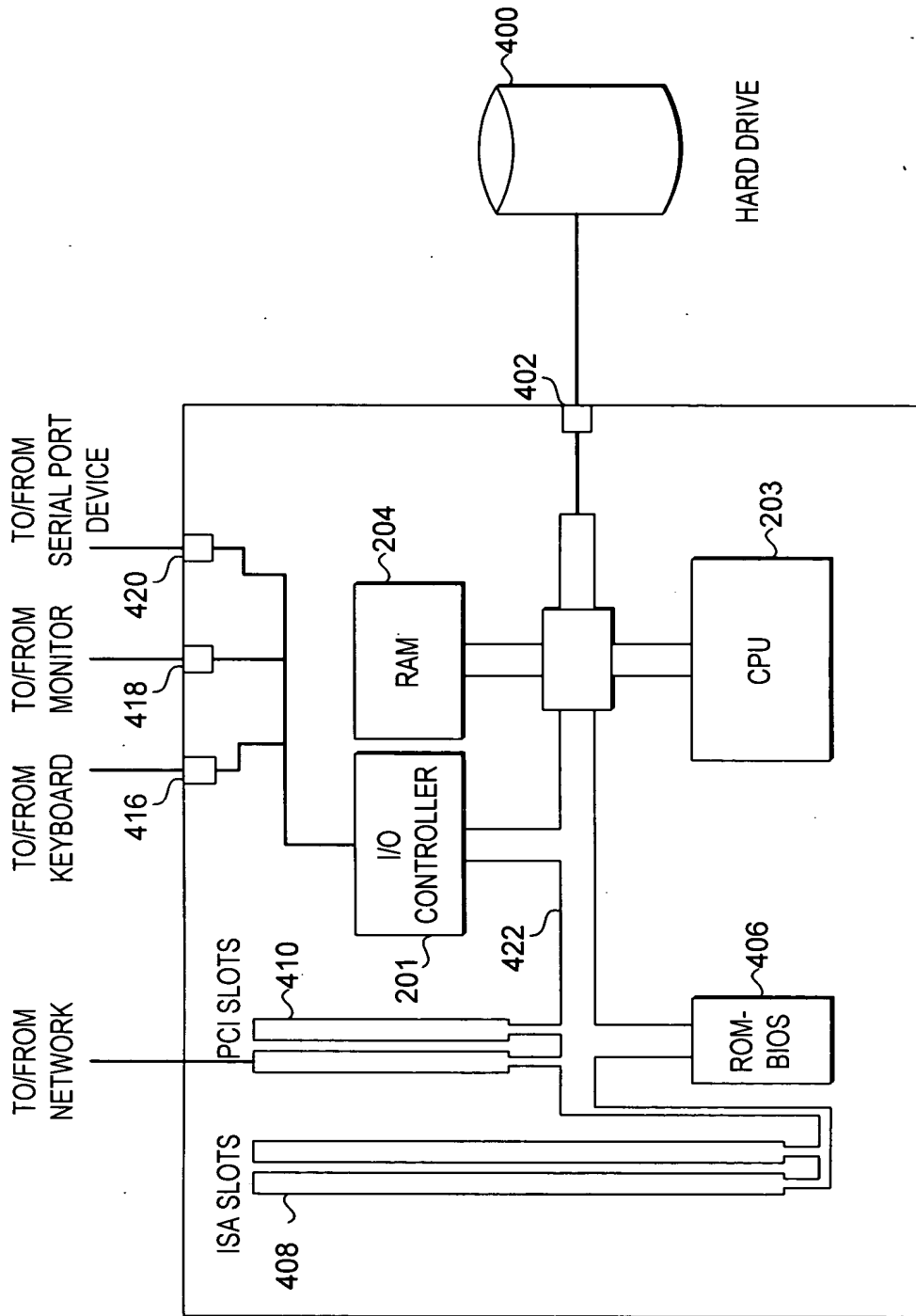


FIG. 4

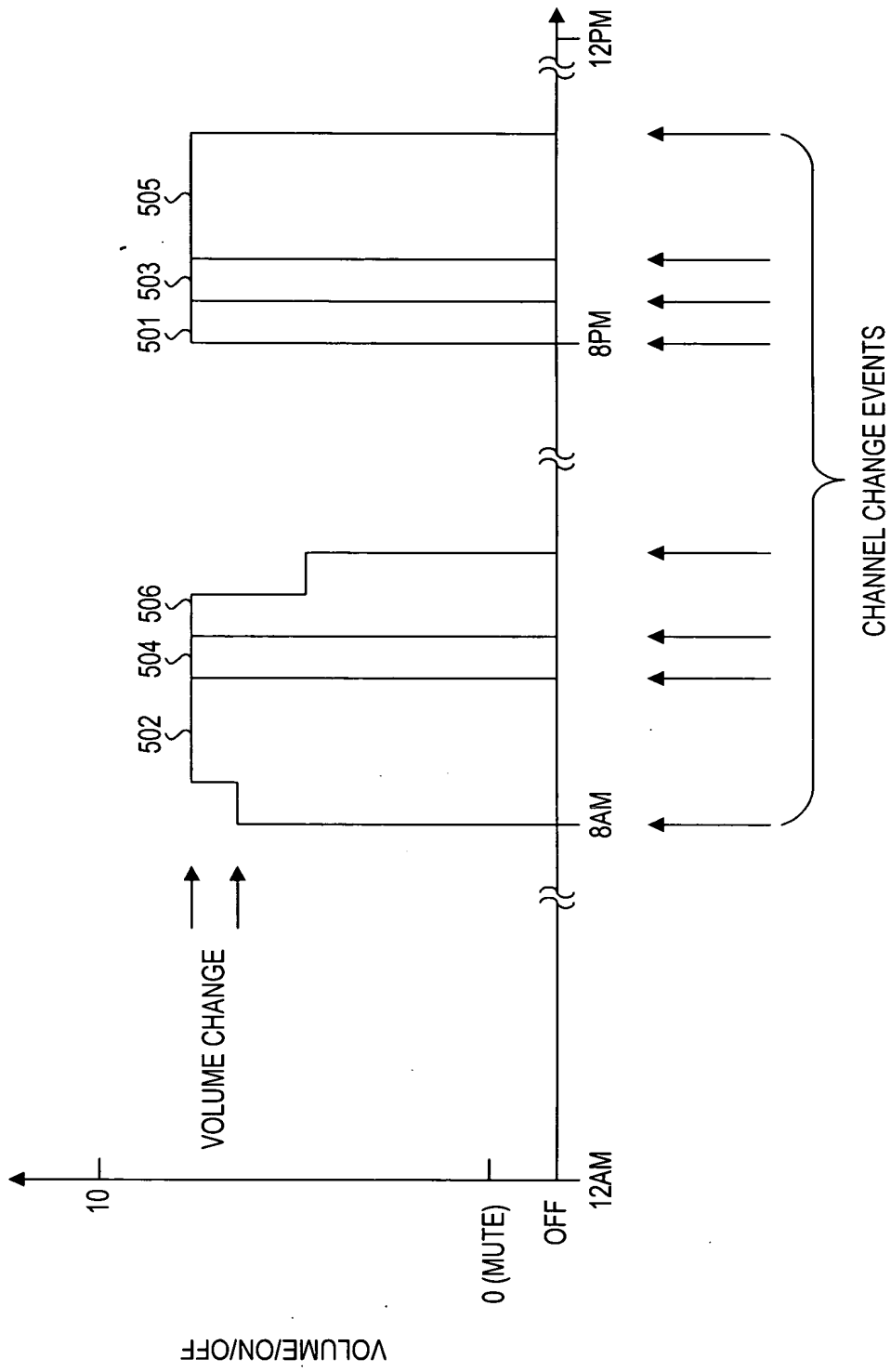


FIG. 5

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602 TIME	604 CHANNEL ID	603 PROGRAM TITLE	601 VOLUME
08:01:25AM	06	"MORNING TV" "GOOD MORNING AMERICA" "GOOD MORNING AMERICA"	5/10
08:01:45AM	13		5/10
08:03:25AM	13		6/10
⋮			
06:11:25PM	09	"SEINFELD" "ADVERTISING" "SEINFELD" "ADVERTISING" "LIVING SINGLE"	5/10
06:15:23PM	09		5/10
06:17:25PM	09		5/10
06:28:10PM	09		5/10
06:30:07PM	52		5/10
⋮			

FIG. 6

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TIME OF DAY	MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING (6AM-9AM)	61	2	5/10
MID-DAY (9AM-3PM)	0	0	-
AFTERNOON (3PM-6PM)	0	0	-
NIGHT (6PM-10PM)	122	4	6/10
LATE NIGHT (12AM-6AM)	0	0	-
TOTAL	183	6	5.7/10

FIG. 7

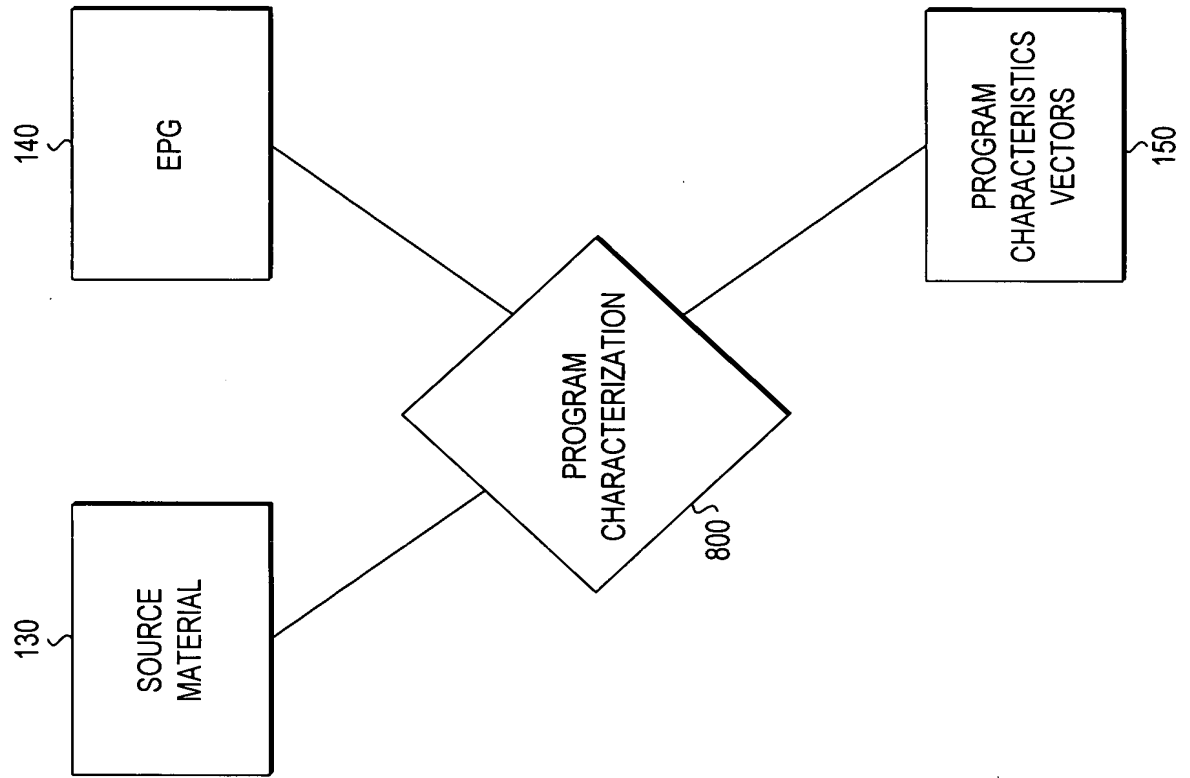


FIG. 8A

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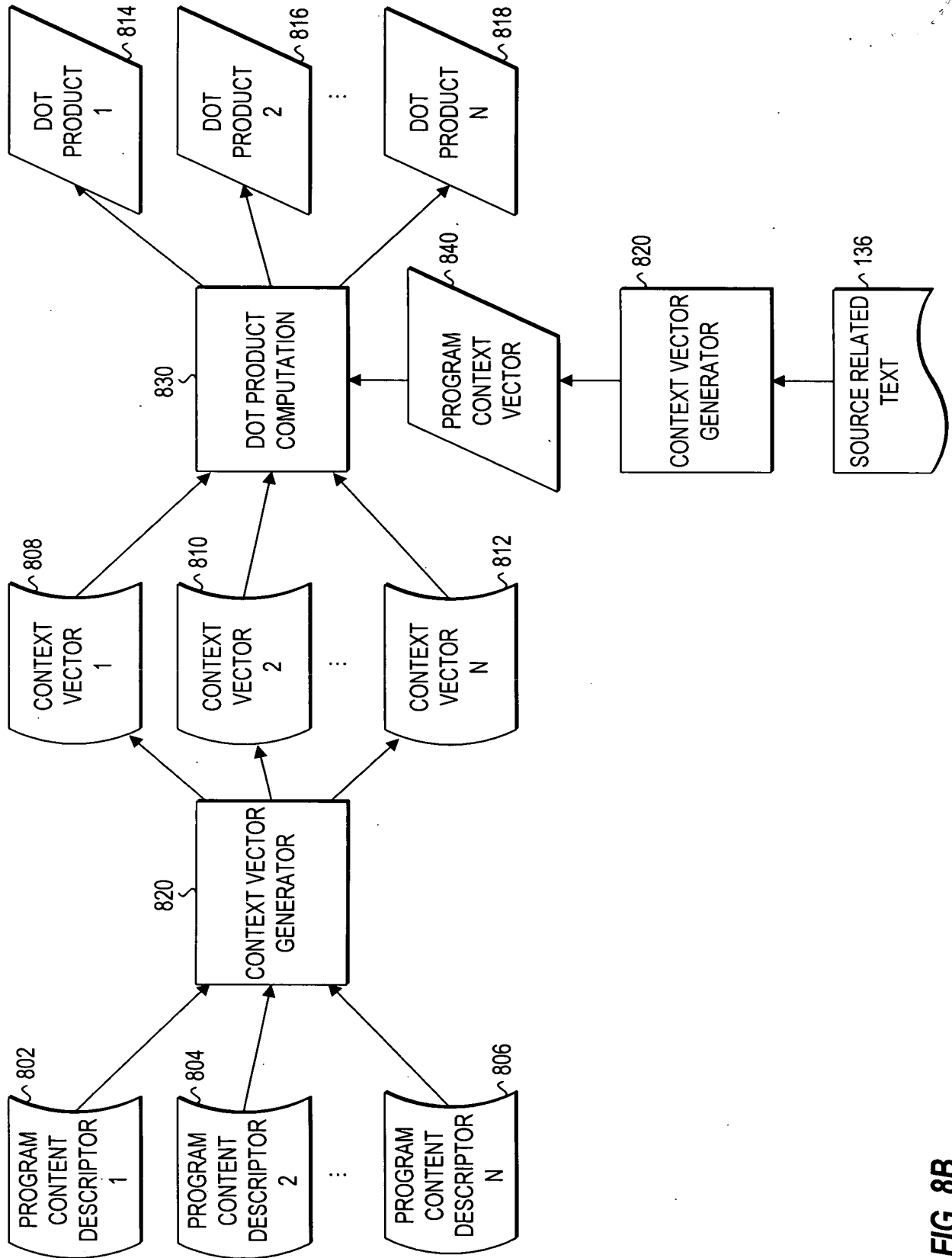


FIG. 8B

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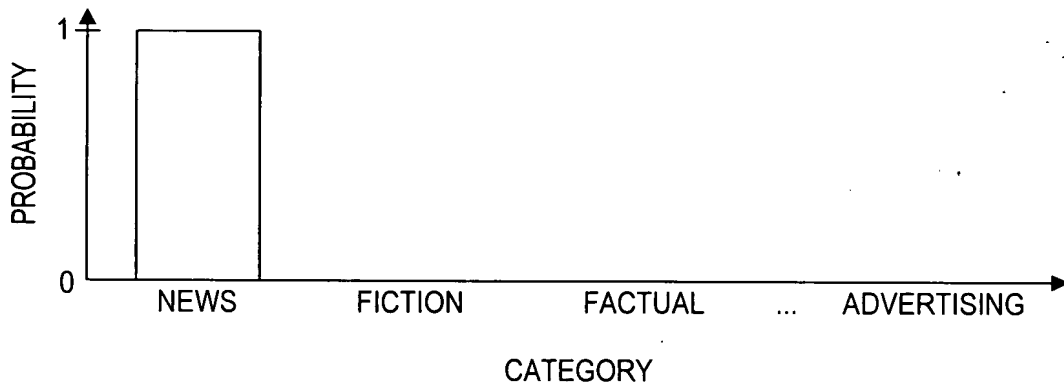


FIG. 9A

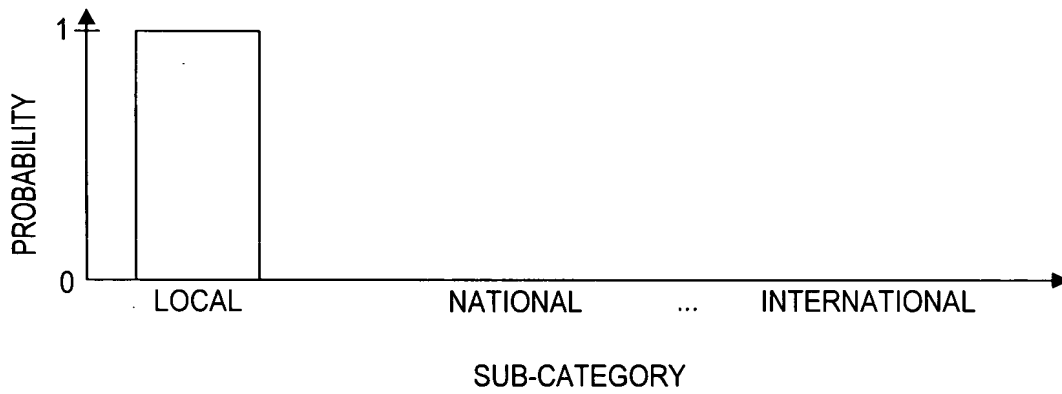


FIG. 9B

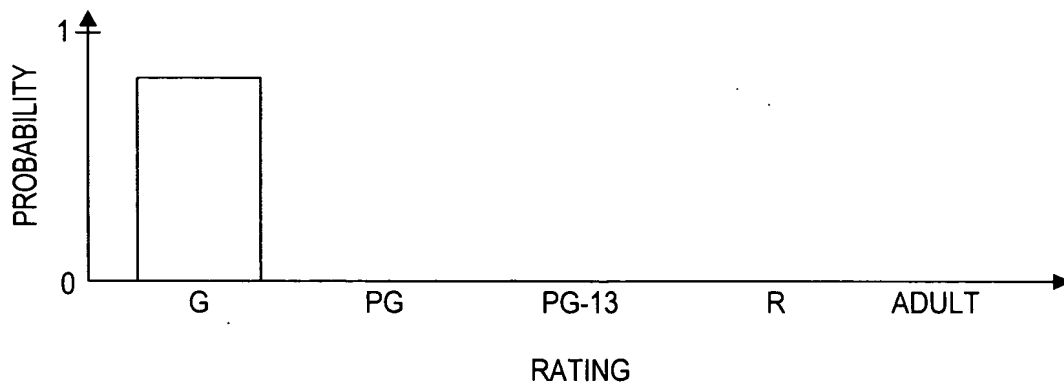


FIG. 9C

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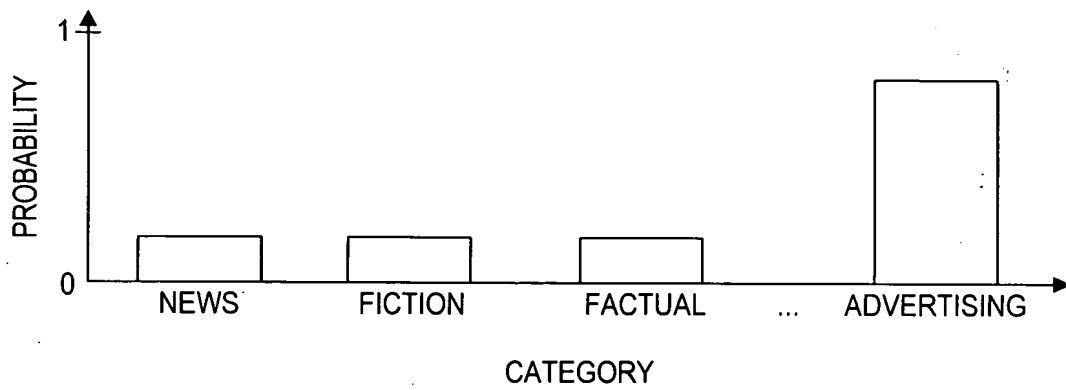


FIG. 9D

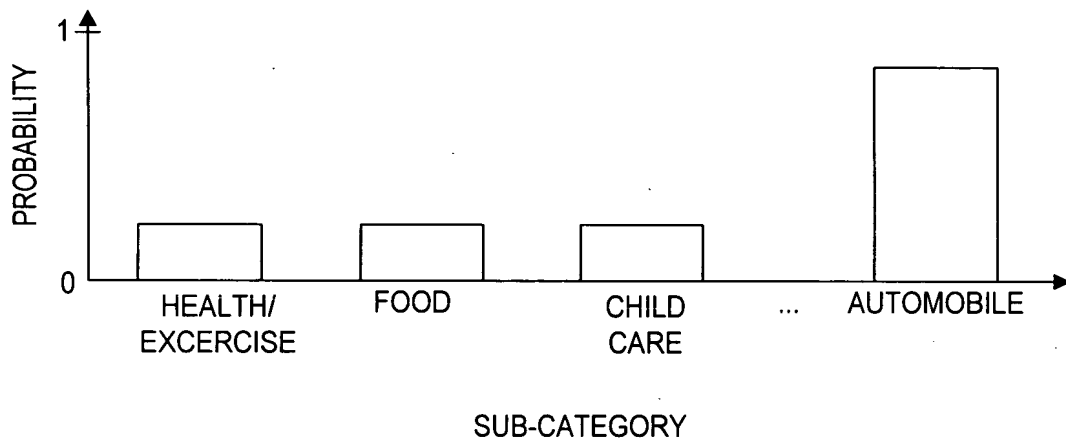


FIG. 9E

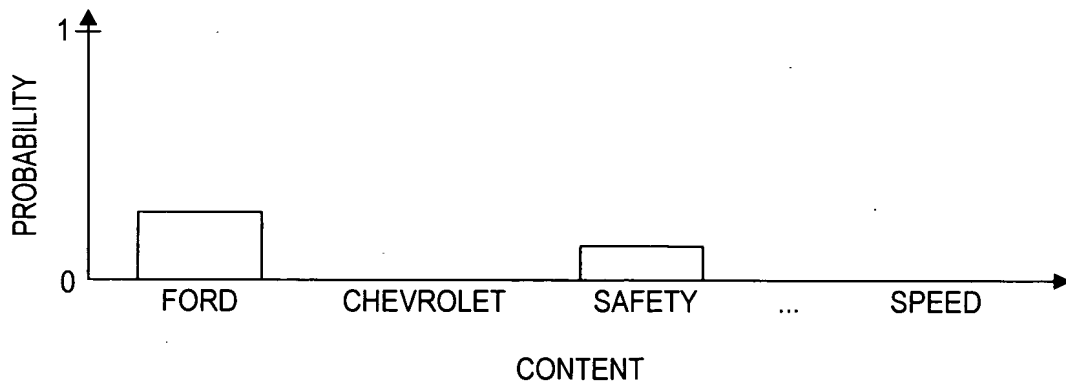


FIG. 9F

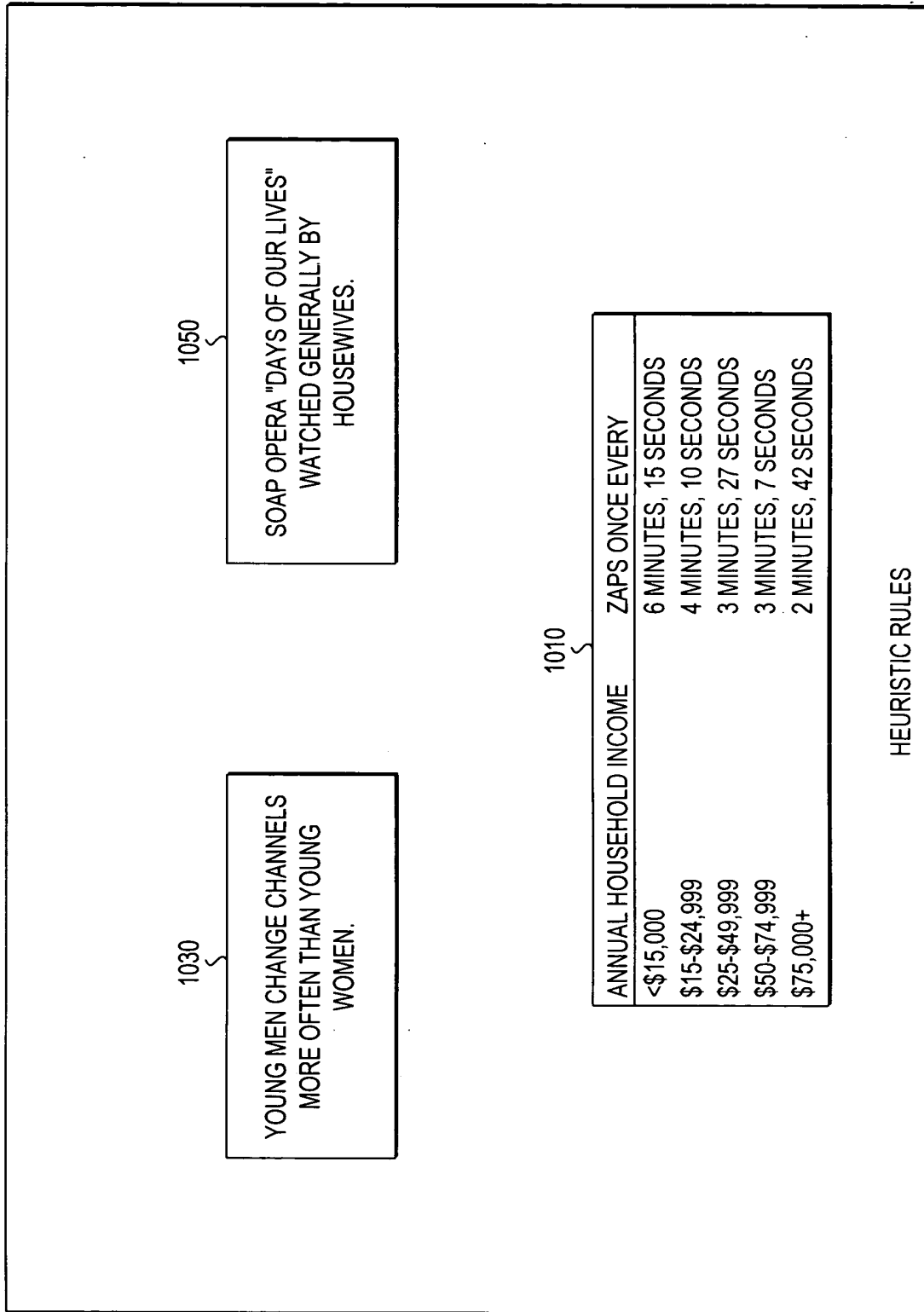


FIG. 10A

DEMOGRAPHIC GROUPS						
CATEGORIES	AGE			INCOME		
	0-10	10-18	>70	0-20K	20-50K	50-100K
	SIZE			GENDER		
	1	2	>5	M	F	
NEWS	0.1	0.1	0.4	0.2	0.3	0.4
FICTION	0.5	0.3	0.2	0.4	0.2	0.3
FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2
:						
ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1
				0.2	0.1	0.3
				0.3	0.7	
				0.8	0.2	
				0.4	0.6	
				0.5	0.5	

FIG. 10B

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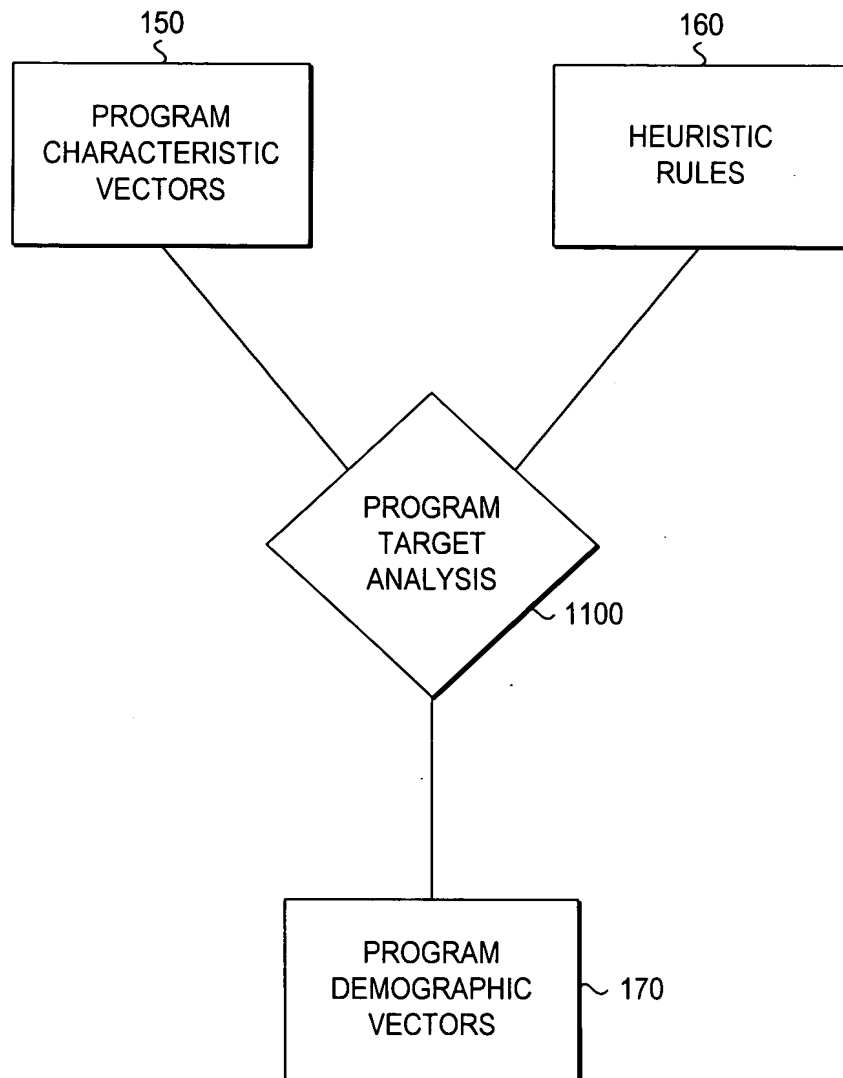


FIG. 11

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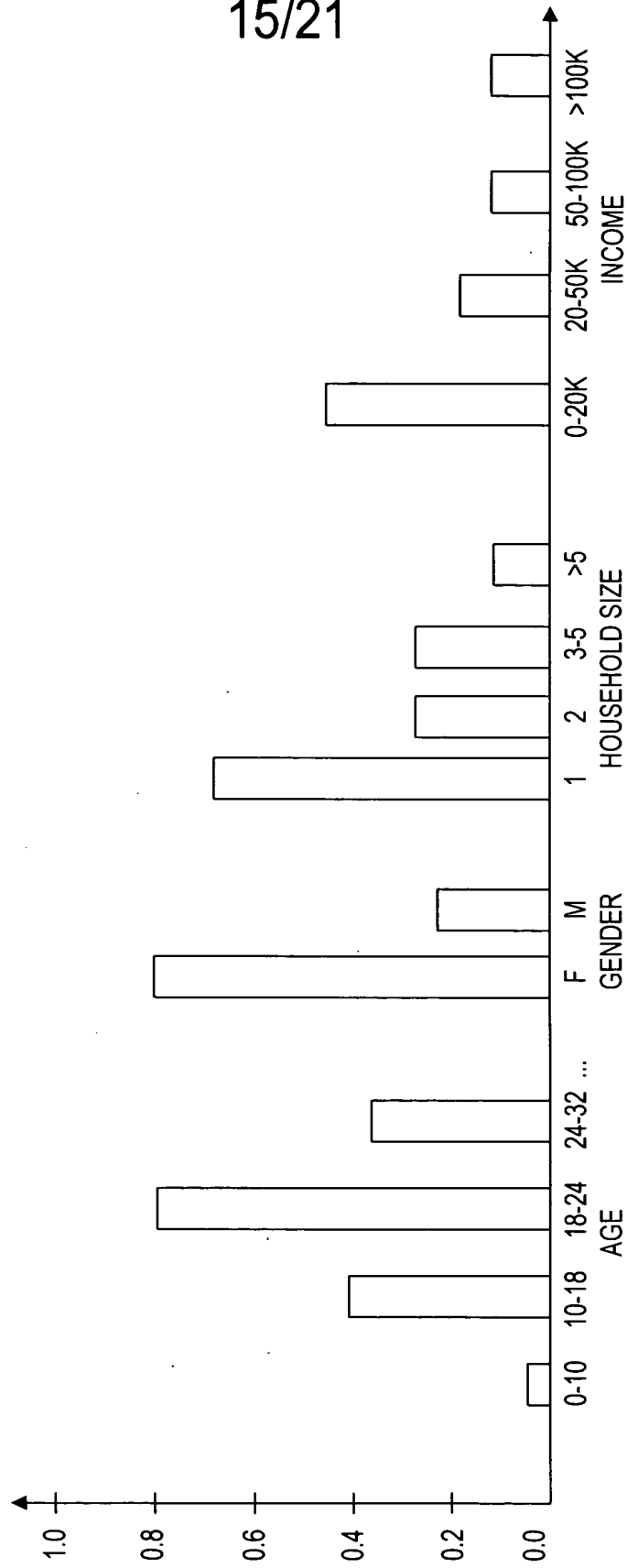


FIG. 12

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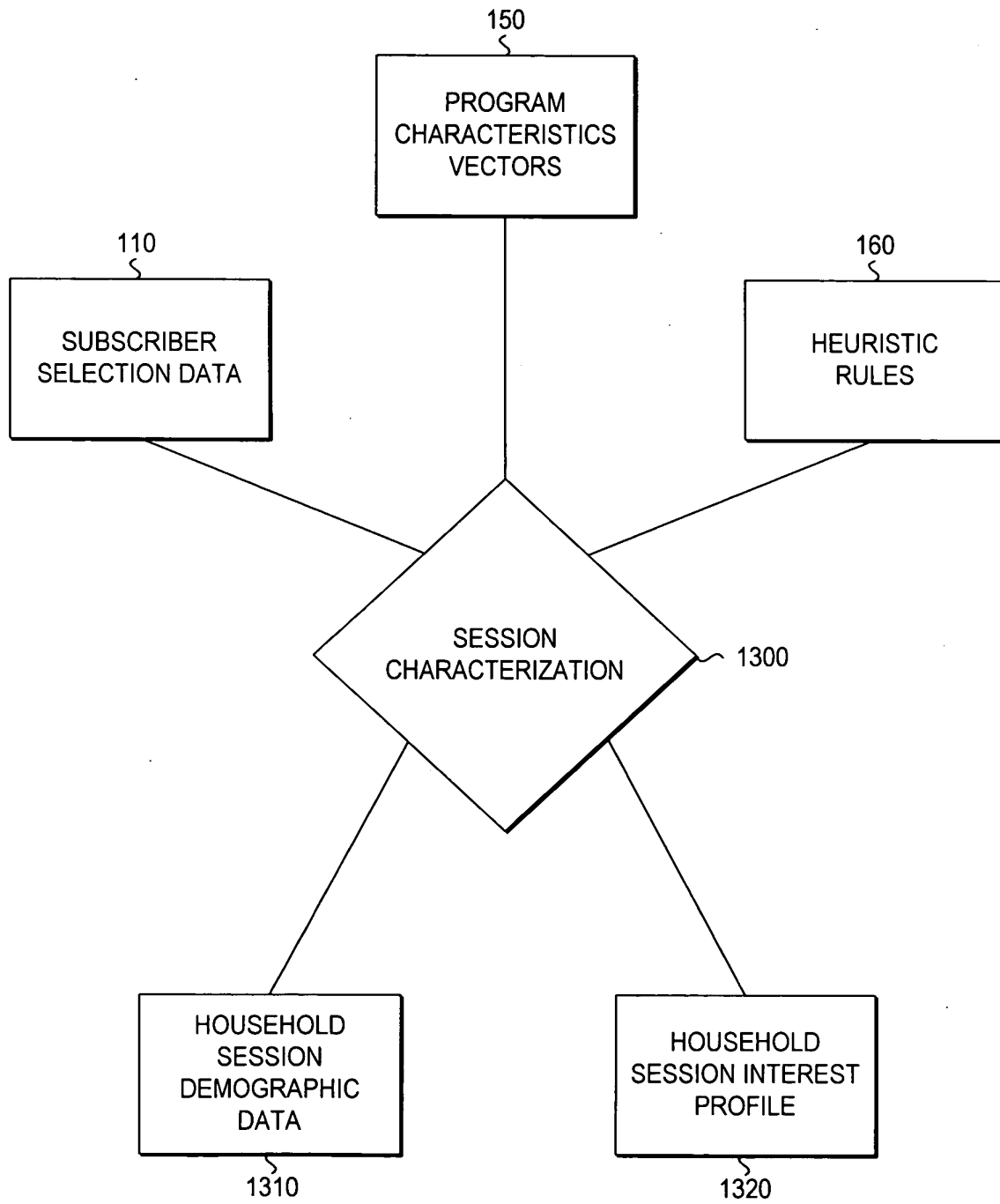


FIG. 13

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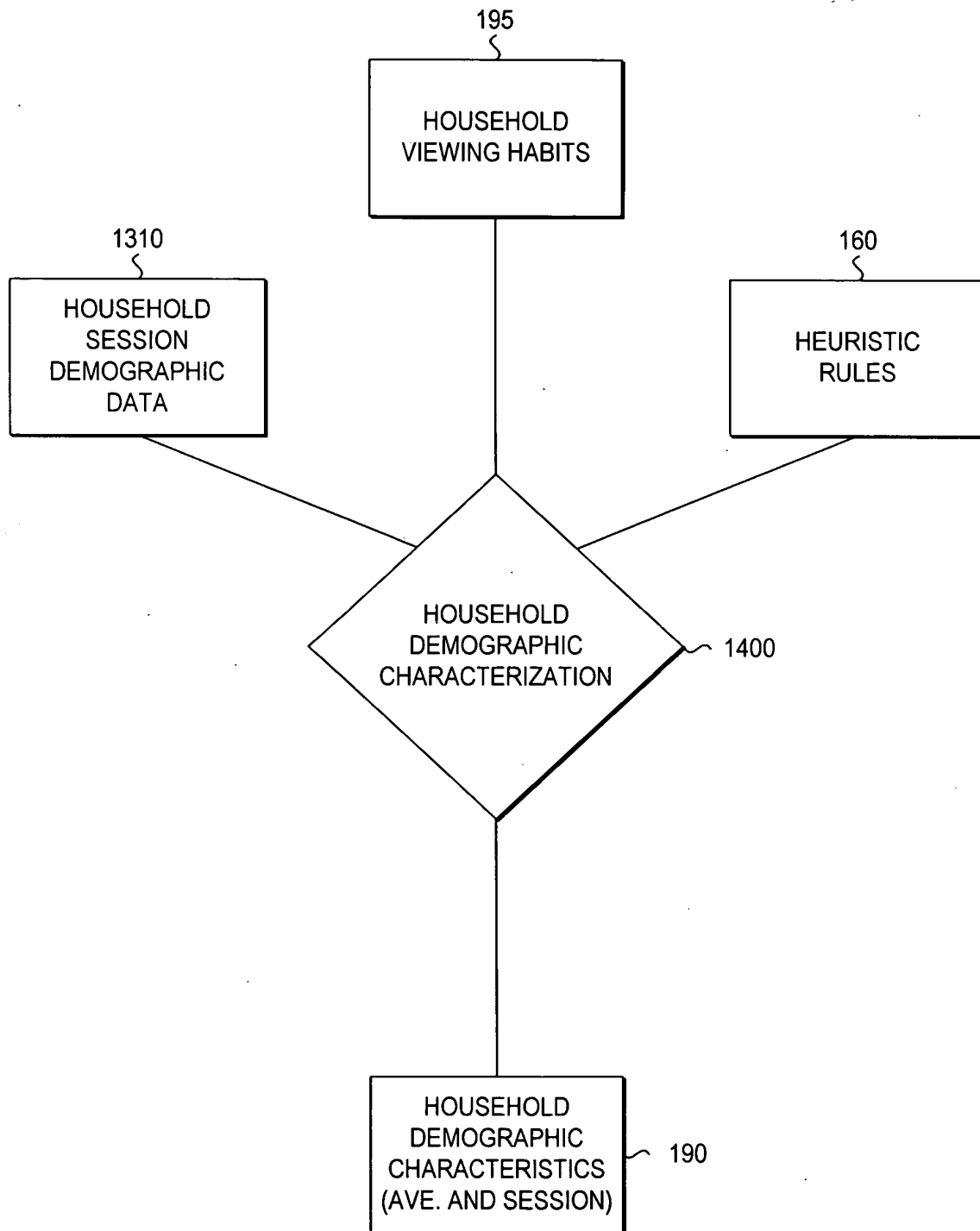


FIG. 14

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1501 S	1505 S	1503 S	1507 S
HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME (\$0-\$20K)	0.1	0.1	YES
INCOME (\$20-\$50K)	0.6	0.7	YES
INCOME (\$50-\$100K)	0.2	0.1	YES
INCOME (>\$100K)	0.1	0.1	YES
ZIP CODE			NO
TELEPHONE NUMBER			NO

FIG. 15

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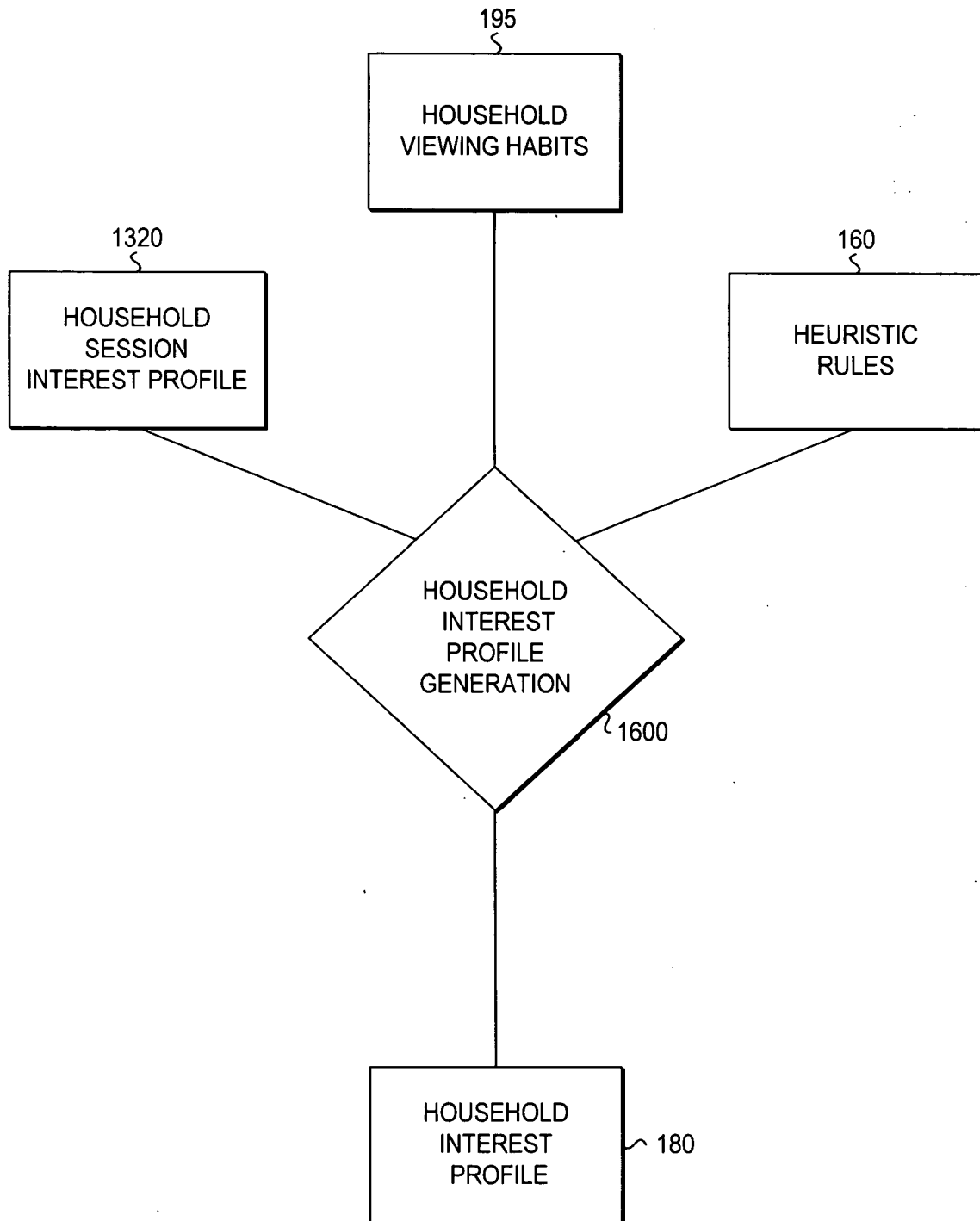


FIG. 16

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		1701	1703	1705
		HOUSEHOLD INTEREST	AVERAGE VALUE	SESSION VALUE
1709	PROGRAMMING	DRAMA	0.1	0.20
		ROMANCE	0.1	0.20
		ACTION	0.6	0.25
		SITCOM	0.2	0.30
		⋮		
		SPORTS	0	0.05
1707	PRODUCTS	HEALTH/EXCERCISE	0.6	0.2
		FOOD	0.3	0.4
		CHILD RELATED	0.0	0.1
		TOYS	0.0	0.1
		⋮		
		AUTOMOBILE	0.1	0.2

FIG. 17

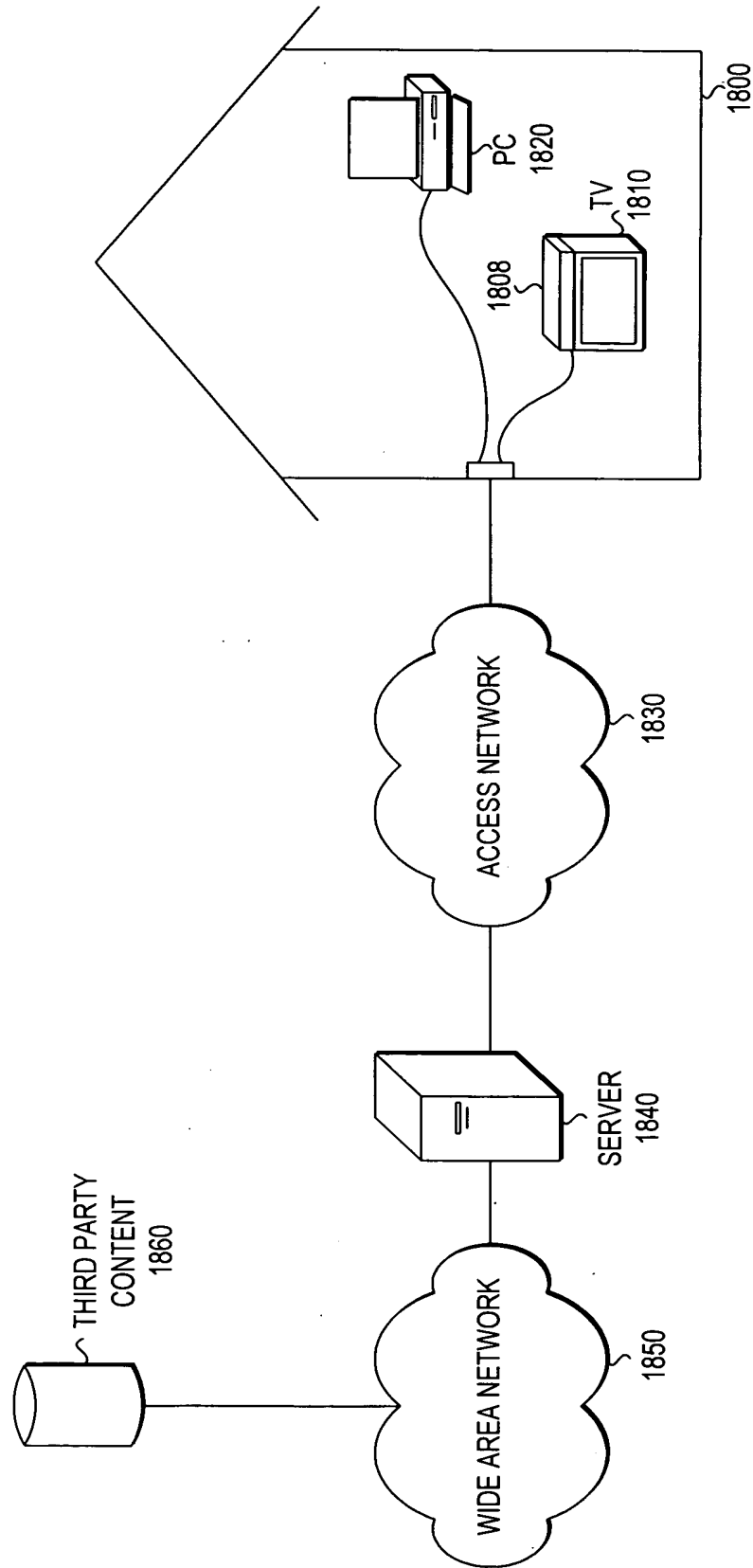


FIG. 18